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LEGOLAND® California

May is Tourism Month

In recognition of travel and tourism's tremendous economic, social and cultural impact on California, Governor Gray Davis has proclaimed May 2003 as "California Travel and Tourism Month." The designation coincides with the observance of National Tourism Week, May 10-18, 2003, and See America Day on May 10.

In California, travel and tourism expenditures amount to \$75.8 billion annually, or 6 percent of the Gross State Product. These expenditures also provide employment for more than

1 million Californians, and generate an impressive \$4.8 billion in tax revenue. As the top U.S. travel destination for both domestic and international visitors, the Golden State accounts for 326 million visitors annually.

This year marks the 20th annual celebration of National Tourism Week – a time to recognize the economic importance of the industry and honor the traveler who celebrates the spirit, adventure, joy and discovery of travel. National Tourism Week is sponsored by Tourism Works for America, Travel Industry Association of America. ★



Who's Your Advocate?

By Terri Taylor-Solorio
President and CEO, California Travel Industry Association



Associations are unique, both in purpose and organization. While some may be completely homogeneous, the best of them allow and encourage the full range of special interests to be identified and heard. While each reader of this newsletter is part of potentially several special interest groups for political, professional, business, personal reasons, the common bond that we share, is travel and tourism in the Golden State.

California, uniquely, has a three-part team representing the interests of the state's travel and tourism industry. CalTIA is one of the three, that in addition to bringing the industry together for political and educational purposes, markets the state as a whole. (The two other players on the team are, of course, the California Division of Tourism and the California Travel

and Tourism Commission known collectively as California Tourism.)

The California Travel Industry Association (CalTIA) was established in 1981 to unite the voice and vision of the tourism industry in California. Although many things have changed through the years, uniting and supporting our industry remains our fundamental mission. In challenging

times such as we now face, the role of the association may be more critical than ever in protecting the interests of its industry as a whole.

CalTIA is a membership-based and funded association comprised of businesses and organizations that have banded together to pursue common goals in support of our industry's growth. CalTIA is governed by a volunteer Board of Directors, representing every segment and every region of our diverse industry.

CalTIA activities focus on three key areas: education, advocacy and marketing. It offers the tourism industry continuing educational and networking opportunities during



By Caroline Beteta,
Executive Director

California Travel and
Tourism Commission

California Tourism – The Budget Situation and Where We Stand

It's been three months since the order of closing a \$34 billion budget deficit led to the Governor calling for the elimination of the State Division of Tourism as part of his proposed budget released on January 10, 2003. Davis stated, "The (California Travel and) Tourism Commission will continue to provide opportunities for coordination of marketing of the state as a vacation and entertainment destination." Questions regarding the budget approval process and future impact on California Tourism's marketing program have arisen since that time. I am hopeful this article will clarify the situation.

First and foremost, the governor's budget is a proposal and still needs to undergo legislative review. Legislative budget hearings regarding the tourism program began in early April. A final budget, and subsequent plan for the marketing of California tourism, will not be official until July 1, 2003, or sometime after that when the Legislature passes a budget.

Factual results stemming from California Tourism's efforts over the last four years can be found in *California Tourism's Contributions to the California Economy: 1998-2002*. This informative document details such results as market share, jobs, visitor spending and tax revenues. For example, the California Tourism program was directly responsible for an additional \$8.7 billion in visitor spending, nearly 121,000 California jobs and approximately \$539 million in direct tax revenues since 1998. This report can be found within the Travel Industry section of www.visitcalifornia.com.

The California Travel and Tourism Commission (CTTC) recently met and asked staff to prepare a transition plan in the event that the State tourism budget is not restored to

the full \$7.5 million level. As such, with the CTTC and assessed business revenues, we are confident that all major program components – such as publications, Web site, fulfillment, cooperative marketing, travel trade, research and public relations – will

continue to be part of the program, but with reduced activity in some of these areas, as well as reductions to advertising. Although not ideal, we are confident that if state funding is not restored, the CTTC will be able to provide a baseline level of tourism

marketing and promotional activities for California – while at the same time, alternative sources of funding will be pursued.

To date, staffing and marketing transition plans have been completed and approved by the California Travel and Tourism Commission at the following budget levels: \$7 million, \$10 million, and \$14 million. Both the \$7 million and \$10 million plans include a staffing reorganization resulting in a 30 percent reduction to overhead/staffing costs. The \$7 million plan would provide for baseline support in all major program areas, but with reductions ranging from 25-50 percent, depending on the program. Further, this plan currently does not include an advertising plan/budget; however, there may be some opportunity to restore one-half to two-thirds of the advertising program after the fiscal year (which ends June 30, 2003) as alternative funding sources are currently being pursued.

The \$10 million marketing plan for 2003-2004 assumes a partial budget restoration, with CTTC funding at

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Note: These designations are for outreach purposes to the assessed business community, and do not replace the established 12 California Tourism regions used for most marketing purposes.

“... the California Tourism program was directly responsible for an additional \$8.7 billion in visitor spending, nearly 121,000 California jobs and approximately \$539 million in direct tax revenues since 1998.”

\$7 million and \$3 million in State general fund appropriations. This plan assumes the same level of funding for all programs as in the \$7 million plan, but adds the additional \$3 million into the advertising line item. This would result in almost the same level of advertising activity as experienced in past “normal” years. This scenario is also tied to the staffing reorganization plan that would reduce overhead costs.

The \$14 million marketing plan for 2003-2004 includes a full restoration of the State general fund budget

and staff, with CTTC funding at \$7 million and approximately \$7.5 million in state funds. This plan – for the most part – mirrors past marketing programs funded at the same level.

Specific budget details of these transition plans can be found on the California Tourism Web site at www.visitcalifornia.com. Once there, click on Travel Industry, then on Proposed 2003/04 Budget. As well, more information can be obtained by contacting your CTTC marketing field representatives noted on page two. Finally, look for the

bi-monthly CTTC newsletter for timely information on California Tourism’s marketing programs and cooperative opportunities, and be sure to look for invitations to a series of two-hour informational briefings to be scheduled throughout California in May and June.

If you have questions or comments, please feel free to contact me or a staff member at (916) 444-4429 or cbeteta@cttc1.com. Thank you for your continued support and commitment to California’s tourism industry. ★



Activity levels for California Tourism’s Web site (www.visitcalifornia.com) displayed a typical year-end dip in December, but rebounded quickly in January. During December, the site had 151,243 visitor sessions* and 64,787 unique visitors**. In January, the site hosted 224,198 visitor sessions and 95,468 unique visitors — an activity level increase of 48 percent over the previous month.

Following are some points of interest for the period including December 2002, January and February 2003:

- * *Page views increase:* During the months of December, January and February the site had a total of 3.1 million page views — an increase of 85 percent over the previous quarter. (September, October, and November 2002).
- * *Quick! I need a map!:* The full state map is still the most downloaded file from the site with more than 19,500 visitor sessions in January. Map downloads reflect an increase of 416 percent from the same month last year.
- * *What’s happening in each region?* Top requested pages from the site are: Regions, Activities & Attractions, Maps & Getting Around, Welcome Centers, and Portrait of California.
- * *Hits are climbing:* The site logged a total of 15,000,765 hits*** during the reporting period — a 17 percent increase from the previous month.

* A **visitor session** is the number of distinct people who visit the site. This is estimated by grouping together all hits from one Internet provider address, with no more than 30 minutes between each hit, into one user session.

** **Unique visitors** are counted by using the visitor’s IP address, domain name or cookie.

*** When a Web page is visited, a **hit** represents the number of individual requests a server receives to render the page viewable. Each image on a page counts as a one request, and each page may contain numerous images. A visit to a Web page with three images will count as four hits — one for the download of the page file, and three hits for the images.

Los Angeles and San Diego North Showcased During California Travel Market



California Tourism’s Media Relations team gathered in full force at California Travel Market to welcome international press. Pictured (L to R): Fred Sater, Director of Communications; Hanna Kleber, Senior Account Manager, Germany; Birgitt Meinz, Account Director, Germany; Leona Reed, Communications Coordinator; Phil Bloomfield, Account Director, United Kingdom; and Kazushi Namiki, International Division Supervisor, Japan.

More than 100 tour buyers and 27 travel journalists from 14 countries participated in the seventh annual California Travel Market (CTM), February 16-20, 2003. CTM is a product development conference and marketplace focusing exclusively on California.

Featuring an “on-the-road” format, CTM included stops in Los Angeles on February 16 and 17 and San Diego

North for sightseeing tours, workshops and a one-day marketplace, February 18 and 19.

At La Costa Resort and Spa in Carlsbad, international and domestic tour buyers and press were joined by nearly 200 California suppliers representing urban and rural destinations, hotels and resorts, attractions, sightseeing and transportation companies, national

parks, plus shopping, dining and entertainment establishments from throughout the Golden State.

CTM 2003 was hosted by LA Inc., The Convention and Visitors Bureau and the San Diego North Convention and Visitors Bureau, and presented by the California Travel Industry Association (CaTIA) with support from California Tourism. ★

News from the California Travel and Tourism Commission

February 2003 Marketing Committee and Commission Meetings

The Marketing Committee gathered in Carmel on February 26, 2003 for a full-day meeting. On February 27, the California Travel and Tourism Commission (CTTC) Executive Committee met, followed by an all-day meeting of the Commission. Following are key highlights of these meetings:

- **Update on State Budget:** Marketing Committee and Commission members were reminded that the governor's proposed elimination of the State Division of Tourism and the \$7.5 million budget cut are part of the current legislative review process that will go on until a budget is approved by both the governor and the Legislature – either by the June 30, 2003 deadline, or sometime thereafter. Due to this budget situation, the CTTC's executive director was tasked with creating a transition plan and developing a 2003-2004 marketing plan for California Tourism at three different budget levels: \$7 million, \$10 million and \$14 million. At \$7 million, most major program components of the marketing program – such as publications, Web site, fulfillment, cooperative marketing, travel trade, research and public relations – would continue to be part of the program, but with possible reduced activity in some of these areas, as well as reductions to advertising.
- **2003-2004 Marketing Plan Scenarios:** Marketing Committee and Commission members reviewed and approved the three different budget levels with corresponding marketing plans. A motion was passed that any additional revenue on the \$7 million plan (should that become the one activated after the budget is approved) would first go towards increasing advertising, and once that line item reached \$3 million, any additional funds would be used to restore rural grant levels to \$25,000 per region for the eight designated regions. Additionally, it was requested that staff consider reallocating funds within the international program to sustain international office marketing activity and representation. As well, it was requested that staff continue to explore new sources of revenue.
- **2003 Spring Advertising Campaign:** Three new print executions were presented (concepts approved at the last meeting), along with new music for the "Doug" television spot. The ads continue the creative evolution from prior year campaigns and incorporate the "Find Yourself Here" tagline/ theme. The media plan, with a focus on Western markets, was presented. Six co-op print ads, which serve to leverage and extend the reach of the campaign, were also presented and highlight the following themes: shopping, dining, outdoor/rural escapes, golf, cultural activities, and a new Volkswagen/California promotion.
- **Update on The California Channel/Interactive TV and the "Best of California" Program:** The California Channel/Interactive TV Committee, formed to handle the overall management and development of the channel, has continued with regular conference calls. (The project has a projected launch in 2006/2007.) Several legal and development questions were posed and will be answered at the next meeting. While continued analysis

of the satellite industry continues, current marketing and promotional opportunities for California Tourism will focus on the new 2003 *Best of California* episodes and sister Web site, with opportunities for quick getaways and promotions. The *Best of California* 13-week series and Web site launched in April and will run through June 2003, with encore episodes expected to air July – September, 2003. (The 2003 *Best of California* 13-week series reached 600,000 people per week, for a total audience of 7.8 million.)

- **Communications and Industry Outreach:**
 - **CTTC Newsletter:** The CTTC newsletter, created to keep all state tourism-related businesses informed about California Tourism's current marketing programs and opportunities to get involved, continues to be distributed on a bi-monthly basis.
 - **Outreach:** A team of field representatives continues to meet one-on-one with tourism businesses statewide to provide information on California Tourism's marketing programs and cooperative opportunities. From July 1 to December 31, 2002, CTTC Regional Marketing Representatives met with more than 1,600 businesses and travel colleagues throughout the state.
- **Review of Financial and Marketing Activity Reports:** The Commission reviewed regular reports including: monthly financial statements, an update on assessment funds collected, and interim activity reports from California Tourism staff.
- **CTTC Strategic Planning:** Jim Abrams, CTTC Vice-Chair, was designated to head up a strategic planning committee, along with

Commissioners Heidi Geier, Anastasia Mann, Rick Lawrance, Mark Erskin, Chuck Hayes and Michael Gelfend. This committee will develop goals, objectives, strategies and a base plan for Commissioners to review where the Commission wants to be in five years.

Marketing and Commission Meetings

The next meetings will take place in San Diego on the following dates: Marketing Committee and Assessed Business Reception on June 10; CTTC Executive Committee and full Commission on June 11, 2003.

Assessment Revenues

As of March 14, 2003, the 2002-2003 assessment program has generated revenues of more than \$4.3 million. Distribution by industry segment remains consistent with prior years, with approximately 60 percent attributable to accommodations, 15 percent to restaurants and retail, 15 percent to transportation and travel services, and 10 percent to attractions and recreation. Forms for the 2002-2003 year were sent to approximately 16,000 business locations. The Assessment Program expects revenues for the 2002-2003 year to meet or exceed last year's \$6.8 million.

CTTC Educational Presentations

Since the last issue of *Insights*, CTTC staff delivered educational presentations to the following: 2003 California Association of Bed & Breakfast Inns (CABBI) Conference; 2003 California Travel Market; 2003 California Conference on Tourism; Southern California Shop California Retailers Forum; Los Angeles Rotary; California Recreation and Engineer Program Leaders Conference; South Lake Tahoe Lodging Association; and a variety of convention and visitor bureaus (CVB's) and their members across the state. Presentation topics included: the economic impact of tourism; an update on the budget; California Tourism's competitive landscape among other domestic destinations; marketing shifts in response to September 11 and the economic slowdown; a highlight of 2003-2004 marketing programs, with emphasis on the advertising campaign, the *Best of California* television series; the new California Channel venture; urban and rural tourism promotion; and cooperative opportunities to partner with California Tourism.

CTTC educational presentations, in partnership with tourism-related associations and CVB's, are conducted on an ongoing basis. To discover how to secure a presentation for your area or organization, or to receive more information about the CTTC's marketing programs, please call Lisa Kruttschnitt at (415) 332-4450. ★



Caroline Beteta, CTTC Executive Director, addressed Los Angeles Rotary members on March 14 regarding California Tourism's marketing programs and co-op opportunities. Pictured left to right are Beteta; Bob Aldrich, President of Los Angeles Rotary; and Anastasia Mann, CTTC Commissioner and Chairman and CEO of The Corniche Group.



International Pow Wow Nears

The California Tourism team, including international representatives, will descend on St. Louis for the Travel Industry Association of America's 34th annual International Pow Wow May 17-21, 2003. Approximately 220 California companies are expected to attend, giving the Golden State an impressive presence in Missouri.

Pow Wow is the premier marketplace for top international tour producers and U.S. suppliers—as well as foreign and domestic press—to come together and conduct Visit USA business. The five-day event provides a “one stop shopping,” concept of packaging U.S. travel, and will include delegates from all over the globe for five days of intensive business meetings and educational sessions. The largest generator of Visit USA travel, Pow Wow welcomes more than 1,500 international delegates from more than 70 countries to conduct business negotiations with more than 1,000 U.S. travel suppliers from every region of America. Business generated by the event is expected to generate \$3 billion in future U.S. travel.

Pow Wow 2004 will be held in Los Angeles, while New York City will host the event in 2005. ★

California Tourism Rolls Out New Ad Campaign

California Tourism rolled out a new advertising campaign in March designed to offer the greatest potential for increased visitation. Targeting a western U.S. audience, the spring campaign features a 30-second TV spot, three magazine ads, six co-op magazine inserts and a series of Internet banners and sponsorships.



Airing from March through June in key markets of eight western states, the 30-second television spot features “Doug,” a slightly offbeat fellow who leads viewers on a California vacation adventure with him. Doug’s adventure leads him to Los Angeles, San Francisco, Napa Valley, Stinson Beach (near San Francisco), and Joshua Tree National Park. The campaign makes a fun play on the “California Attitude,” the notion that Californians live life to the fullest and put pleasure first.

The print portion of the campaign consists of three magazine ads that feature California vacationers in the pursuit of pleasure, while showcasing California’s spectacular and diverse scenery in San Diego, Los Angeles and the Wine Country. The ads appear in national magazines such as *Conde Nast Traveler*, *National Geographic Traveler*, *Travel & Leisure*, *Better Homes & Gardens*, *Sunset*, *Smithsonian*, and *Bon Appetit*.

Other campaign components include Internet banner ads and co-op magazine inserts covering special activities – General Travel/Shop California; Cultural Travel; Dining/Urban Escapes; Golf/Spa; Outdoor/Rural Recreation; and Ski/Winter Sports.

Sacramento-based Mering & Associates Advertising produced the California Tourism advertising campaign. ★

New Web Site is Source For *Outdoor Adventure*



Jonathan Nourak/Photo Edit

California Tourism has launched a new Web site to provide outdoor enthusiasts with a single point of information for outdoor recreation activities.



Tony Freeman/Photo Edit

CaliforniaRecreation (www.california-recreation.com) was created to help family vacationers, weekend warriors, fitness buffs, nature lovers and outdoorsmen find a perfect outdoor adventure. Integrating information from countless public land management agencies including National Parks, State Parks and National Forests as well as often difficult to find private campgrounds and outfitters, the site boasts a resource base of more than 50 different types of activities, 6,000

trails and much more. The site is also accessible through California Tourism's home page at www.visitcalifornia.com. Designed to draw the interest and attention of outdoor enthusiasts throughout the world, CaliforniaRecreation is a statewide cooperative partnership comprised of California Tourism, Earth 911, Wildernet and California State Parks. For further information, please contact Terry Selk, director of travel trade development at (916) 322-0971. ★

Division of Tourism Staff Departures

The California Division of Tourism said farewell this spring to a number of staff.

After nearly seven years in tourism, Research Manager, **Eileen Hook**, set sail in April to the Office of Grants and Local Services at California State Parks. Hook is now acting as Grant Administrator for a program that provides matching funds for recreation programs and facilities in urbanized areas of California.

Insights editor and Media Relations Manager, **Mary Cochran**, also departed in April for a position in the marketing department of the California Employment Development Department (EDD). In her new post, Cochran is developing marketing

materials and conducting presentation training. She joined the Division of Tourism's media relations team in 1996.

Office Technician **Susie Gier** left in April bound for a job at the California Environmental Protection Agency, Water Resources Control Board. Gier, with tourism for the last five years, now works on contracts, grants and loans that provide funds for clean water in California.

From the Tourism Assessment program, Staff Services Analyst **Cindy Perez** headed to the Department of Health Services where she now investigates potentially fraudulent MediCal claims. Perez was with California Tourism for nearly two-and-a-half years.

Also leaving the Assessment program was Associate Program Analyst, **Troy St. Mary**. St. Mary, with nearly two years in tourism, ventured over to the California Health and Human Services Agency in March. He now monitors and ensures the integrity of contract activities.

From the Travel Trade Development Program, Management Services Technician **Bernice Torrey** moved on to the Department of Personnel Administration. In her new position, Torrey assists State employees whose jobs are being eliminated due to the current budget crisis. She contributed two years of service to California Tourism. ★



As winter doldrums set in, people must have begun dreaming about their next vacation as requests for California tourism information began to climb. During the period including December 2002 through February 2003, calls to California Tourism's toll free number climbed 79 percent over last quarter, while Web site requests rose 83 percent.

Numbers below indicate additional program activities during this period.

Calls to toll free	
telephone number	14,609
Packets ordered on Web site	29,908
Packets sent from fulfillment house	
Domestic	29,105
Canadian	1,386
International	3,565
Trade	712
Student	4,624
Informational calls to California Tourism	1,821
Packets sent from California Tourism	46
E-mails to CalTour@commerce.ca.gov	1,097
Assessment calls	481
International contacts	
Australia (Consumer & Trade)	170
Brazil (Consumer & Trade)	1,129
Germany (Consumer & Trade)	1,438
Japan (Consumer & Trade)	666
UK (Consumer & Trade)	648
Division of Tourism (Trade)	1,876
Research	
Contacts	74
Reports mailed	147
Media Relations inquiries	
California Tourism office	224
All overseas offices	881
Press room of Web site - visitation	5,658
California Welcome Centers (walk-ins)	
CWC, Anderson	6,207
CWC, Arcata	1,794
CWC, Auburn	1,235
CWC, Barstow	22,294
CWC, Los Angeles	5,356
CWC, Merced	9,612
CWC, Oceanside	11,005
CWC, Rohnert Park	5,260
CWC, San Francisco	63,627
CWC, Santa Ana	17,127
CWC, Yucca Valley	4,104



The latest news from California Tourism's travel trade and public relations representatives in Australia, Brazil, Germany, Japan and the United Kingdom.

Editor's Note: The following reports cover the three months ending February 2003—before the outbreak of war in Iraq.

Australia

Australia representative Leeanne Dyer reports that the economy in Australia is slowing due to the drought and the rising Australian dollar. Although the rising dollar is a problem for product exporters and services, it serves to make international destinations more attractive. Recent exchange rates put the Australian dollar at just under \$0.59 U.S. — nearly in sight of the psychological barrier many travelers have to overcome before considering travel to the United States (U.S. \$0.60). Rain has fallen across much of the country, and Northern Australia is experiencing a wet season — but more is needed before the nation's drought is officially over. The New Zealand dollar also continues to strengthen against the Australian dollar at NZ \$1.07 to AU \$1. This is the first time in a number of years that the Australian and New Zealand dollar are almost on par.

A major concern remains about potential conflict in Iraq, and the government's commitment to back the U.S. in such a conflict. Industry sales have slowed dramatically since early February due to the uncertainty of the world situation. Although inquiries are being made, bookings seem to be on hold until the traveling public knows more about what the future holds.

The U.S. Consulate released new international rankings putting Australia at number eight in terms of the most important markets for arrivals to the U.S. for the period of January-October 2002 — with a good majority of those arriving via California. This is an improvement from being ranked tenth the previous

year. Dyer points out that although the market was ranked eighth in arrivals, the figure does not take into account length of stay — which when factored in would easily boost the Australian market further up the ladder. The average Australian visitor stays longer than 21 days.

In airline news, Air New Zealand has announced that they will terminate their Sydney/Los Angeles flights in late April 2003 to focus on more profitable routes. Dyer says speculation is, however, that the move may have more to do with Qantas buying a share of Air New Zealand. United Airlines also announced they would no longer operate their LAX/Auckland flights effective March 3, 2003.

Brazil

Our Brazil representative, Newton Vieira, reports that Brazil was continuing to prepare for difficult days ahead pending a U.S. war with Iraq. Brazil has significant exports to various countries in the Middle East, and expects to be impacted by the worsening situation. The government again raised interest rates in order to control a tendency toward rising inflation — a tendency linked to the price of imported oil on which Brazil depends. The high exchange rate and the threat of war are also keeping Brazilians close to home. Upscale clientele continue to travel to Europe, but a growing move to the Caribbean Islands is evident.

On political fronts, after just a short time in office, President da Silva appears to be winning over the markets that only months ago demonized him, fearing that his party could plunge Brazil and the surrounding region into economic chaos. Since Mr. da Silva took office January 1, market reaction could

hardly have been better. The real has rallied 6 percent against the dollar after slumping 35 percent last year. São Paulo's Bovespa stock index has also rallied to its highest level since June. But, says Vieira, Brazil is not out of the woods yet. Despite having one of the world's 12 largest economies it remains vulnerable to international investors' sentiments, and one wrong move could wipe out current gains.

A recent Travel Industry Association (TIA) report revealed the following highlights about Brazilian travelers to the U.S. :

- Leisure is the main purpose of 49 percent of all travel. Among those travelers, 53 percent said they plan to visit theme parks.
- A visit with friends or relatives is associated with 37 percent of all travel.
- The average length of stay is 18 days, and the average age of traveler is 41.
- Averaging travel spending for a family is \$3,202 U.S.
- Average number in the traveling party is three.
- The average annual family income is \$62,000 U.S.
- Shopping and dining are very highly rated among the Brazilian consumers.
- Brazilians would rather spend money dining out than on costly accommodations.

Vieira also reports that California Travel Market 2003 was very successful for Brazil. The country had the third largest international delegation of the event, and the largest overseas representation.

In airline news, United and Delta Airlines continue to reduce their services to Brazil. Delta left the Rio market completely and United

cancelled its direct flight from Rio to Miami. Now Rio passengers will have to stop in São Paulo before leaving the country. Fortunately, both American and Continental are not only sustaining their current services, but planning new ones.

Germany, Switzerland & Austria

News from Germany is that some signs are pointing to a change for the better. Economists have forecasted a pick-up in the German economy in the second half of the year, but warn that a prolonged conflict in Iraq could drive up oil prices and damage confidence.

Representative Martin Walter says that structural rigidities are widely blamed for Germany's economic stagnation. Walter maintains that the traditional drivers of the business cycle — monetary and fiscal policy, and exchange rate — are depressing German demand relative to that of its neighbors. Monetary policy is tighter in Germany than elsewhere, fiscal policy has tightened, and the higher exchange rate is hurting Germany more than its large neighbors. Although a common interest rate applies to the whole of the Eurozone, this does not mean that the monetary stance in each country is the same. On other economic fronts, the unemployment rate is holding steady at about 9.7 percent, while the dollar again increased against the euro.

Despite a conflict in the Middle East and economic problems at home, many Germans still plan to travel this year according to the renowned annual BAT German tourism analysis. In a recent survey, 47 percent — the same proportion as in 2002 — definitely plan a holiday this year, while the number of respondents definitely ruling one out rose just

2 percent, to 26 percent. While this is encouraging news, the same survey indicates a trend toward shorter holidays (5-13 days) will continue, and that consumers are switching to car, rail and ship-based travel rather than air.

Another trend has shown a significant decline in sales of package holidays due to spending cutbacks, rising unemployment and widespread uncertainty among employees about job security. Package holidays have suffered heavy losses while individual holidays are only stagnating. A certain segment of the operator market (15-20 percent) is generated by price, and these customers switch back to self-organized travel if prices rise excessively. The short-term result is that leading operators have reduced prices for 2002-2003 in the hope of winning back these lost clients. German tour operators also believe that by offering a much more individualized type of package vacation, they will be able to win more consumers who normally organize their own travel. Thomas Cook Reisen, TUI, Dertour and other major operators are heading in this direction.

The leading tour operators in Austria are optimistic about a market recovery this year after an estimated slump of 7 percent to 8 percent in profit in 2002. Demand has clearly picked up and early bookings are well ahead of admittedly low fall/winter 2001/02 levels. Market leader GTT reported that the low demand for charter holidays has completely disappeared in the last few months, and readiness to buy vacations is rising dramatically.

German public relations representative, Birgitt Mainz, reports 325 California related media contacts from December through February. Highlights include coordinating German press participation at California Travel Market and developing press materials

for the ITB travel trade show in Berlin. Articles generated from recent press visits began to appear, and a group press trip is being planned for the second quarter of 2003. Publicity value for the three-month period totaled \$1.5 million.

Japan

Representative Ko Ueno reports that the Japanese government is forecasting that due to the unfavorable status of the world economy, manufacturing and exports in 2003 will decrease and economic stagnation will continue. Unemployment is expected to increase to 5.6 percent while consumer prices and inflation are expected to decline. Japanese overseas travel in January 2003 was up 20 percent over the previous year — nearly reaching pre-9/11 levels. The numbers have been gaining each month since September 2002. Total overseas travel for 2002 was up nearly 2 percent over the previous year, but was still more than 7 percent less than in 2000.

For the New Year holiday period (December 23, 2002 to January 3, 2003), 33 percent more Japanese were expected to travel overseas than the previous year. The most popular destinations, in order, were: China, Korea, Hawaii, Guam/Saipan and the U.S. mainland. (up 26 percent over the previous year's levels). Although an encouraging sign, the number is still 36 percent fewer than in 2000.

Growth destinations are Asia and Europe thanks to the opening of a new shorter runway at Narita Airport, and an emerging market of senior travelers who love European history and culture.

JTB forecasts Japanese overseas travel to increase 3 percent in 2003. Although leisure travel is improving, business travel is not yet expected

to recover from the effects of 9/11. The average per person expenditure for overseas travel is estimated to be \$2,577 U.S. in 2003 — a decrease of 0.1 percent. This marks the seventh consecutive year of decreased spending.

From Tokyo, public relations representative Yoshihiro Fujii reports the office handled 225 California related inquiries from December through February, and that the media are reluctant to plan stories featuring U.S. travel due to the conflict in Iraq. Highlights include the re-broadcast of a 75 minute special, *Trekking Through The Great Nature of America: Yosemite National Park – Garden of the Gods*, and broadcast of the 60-minute special, *Yappari California Tour to San Diego*. The value of publicity generated in the three month period totaled \$1.3 million.

United Kingdom

From London, representative David Rose reports that the threat of war in the Gulf continues to have an unsettling effect on the UK outbound travel market. The industry wants to see an end to the uncertainty, and hopes that if war is inevitable, it is over quickly.

For the summer period, sales in UK mainstream businesses are currently 4 percent below last year as consumers delay booking until the situation in the Middle East becomes clearer. First Choice has seen a significant slowdown in the rate of summer 2003 bookings across all of its businesses in recent weeks, and was adjusting its low season capacity, particularly in May and June.

With war clouds looming, British Airways introduced a new short-term policy to allow all customers to change their reservation free of

charge on long-haul economy tickets. The policy was initially launched with a timeframe of one month, but it is possible that the ability to make such changes will become a standard way of booking in uncertain times. British Airways has also postponed all familiarization trips in the near future.

In economic news, the Bank of England cut another quarter percent off interest rates, and the British pound remains reasonably stable at \$1.61 = £ 1—a four year high. It has, however, depreciated against the euro. The current rate makes the U.S. an excellent travel value.

Public relations representative Phil Bloomfield says that forecasters expect consumers to feel the pinch following a credit heavy Christmas. There is an unwillingness to commit to long term financial obligations, such as holidays. The two-week summer vacation is now a thing of the past, and consumers are booking more frequent, shorter breaks when money is available. The consumer is much savvier than in the past, and as a result, negotiating better deals. This pattern is being reflected in the consumer press, with editors dedicating substantial page space to how their readers can hunt out the best bargains and maximize their purchasing power. During times like this, travel editors tend to fall back on destinations they and their readers are familiar with. California has featured strongly in this quarter as a good value and diverse alternative to East Coast destinations.

From December through February, the office handled 331 California related contacts with a total value of publicity generated topping \$5 million. ★



California Tourism Earns Honors For Excellence

The Hospitality Sales and Marketing Association International (HSMAI) honored California Tourism for a year of marketing excellence in 10 categories during their 13th annual awards dinner in New York City on January 28, 2003. Recognized as the largest and most prestigious event of its kind in the world, the awards were created to honor and showcase the best in hospitality and travel advertising, marketing materials, public relations and Web site design and development. California Tourism received honors for the following work:

SILVER AWARDS: Newsletter — *Insights*; Radio Advertising; Television Advertising — “Doug”; Image — In-state Campaign.
BRONZE WINNERS: Crisis Communications — “Enlighten” Campaign; Consumer Marketing Program — *IMAX Adventures in Wild California*; Single Item Entry/E-Campaigns “California Finds;” Brochure — “Culture California;” Image - Print Advertising; Special Ad — *American Express Travel Guide*.

The 2002 competition attracted 1,500 entries from 45 countries.

Newsletter Nabs Gold

For the fifth time in six years, California Tourism’s industry newsletter, *Insights*, has been honored with a top award from the capital’s Sacramento Public Relations Association. In the category of Best Continuing Publication, the gold “Cappie” award was presented to California Tourism on March 20, 2003 at the organization’s annual awards dinner.

Insights editor, Mary Cochran (L), and Research Manager, Eileen Hook, bring home the gold for California Tourism.



Simpson House Inn

B&B Makes History

For the sixth consecutive year, the Simpson House Inn, Historic Landmark, has received the renowned Five-Diamond Award from the American Automobile Association (AAA). Located in Santa Barbara, the property was the first, and remains the only, Bed and Breakfast Inn in North

America to receive the prestigious award since the beginning of the AAA rating program in 1937. The rating is given only to those world-class properties exhibiting an exceptionally high degree of service; striking, luxurious facilities; and numerous extra amenities.

Oakland International Has Record Year

Bucking national trends, passenger traffic at Oakland International Airport experienced double-digit growth in 2002, up 11.5 percent over the previous year to 12.7 million passengers. This marks the first time in the airport’s 75-year history that it averaged a million passengers a month. New airline service and cargo requirements were cited as major contributors to the increase.



New Lodging Alliance

The California Hotel & Lodging Association and the California Association of Bed and Breakfast Inns (CABBI) have established the California Lodging Alliance. Each association will maintain its separate corporate identity and continue to emphasize its unique characteristics, services and benefits, but formation of the Alliance will allow the two associations to work collaboratively to present a unified front to the Legislature, regulatory agencies and the public.



Travel and Tourism Research is Only a Mouse-click Away

The travel and tourism industry is experiencing changes every day — in the way we do business, the numbers of travelers we serve, and in new trends. One of the easiest ways to stay on top of these changes is through the Internet. Often that little bit of information you need is just a mouse-click away!

Travel Volume and Dollars

California Tourism provides many of the latest California numbers in the Travel Industry section of the www.visitcalifornia.com Web site. After clicking on Travel Industry on the left side navigation bar, click on Research & Statistics. There you will find domestic and overseas travel volume numbers, county level volume and links to economic impact numbers, the latest lodging numbers, and seasonal travel volume forecasts.



The Travel Industry Association of America (TIA) produces many annual research reports and seasonal forecasts. Some information is available on their Web site, although to get the full impact of the research, a membership subscription is necessary. Go to www.tia.org and click on Research, Press Room or Publications to get a snapshot of what is available.

Statistics Canada, www.statcan.com, provides statistics of all kinds on Canadians and their lives. A free publication titled, “The Daily” has information that gives insight into the economy and other areas of concern to our northern neighbors. Subscribe or visit the site to see the latest issue in a pdf file.

continued on page 12

U.S. and California Travel Volume

	Sept '02 (Millions of Person Trips)	Sept '01	% Change
Total US Travel	222.9	189.4	17.7%
Business	62.1	50.0	24.3%
Leisure	160.7	139.4	15.3%
Total Travel To and Through CA	22.1	21.6	2.6%
Business	6.4	7.3	-12.5%
Leisure	15.7	14.3	10.3%
Residents	19.0	19.2	-1.0%
Non-Residents	3.1	2.3	32.2%
Total Overnight Travel To and Through CA	9.3	9.9	-6.8%
Business	3.0	3.0	-2.3%
Leisure	6.3	6.9	-9.0%
Residents	6.8	8.0	-15.1%
Non-Residents	2.5	2.0	26.7%

Source: D.K. Shifflet & Associates

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Research, California Tourism,
1102 Q St.,
Suite 6000, Sacramento, CA 95814
or call (916) 322-2881.
Internet: www.visitcalifornia.com
and click on “Travel Industry”

Travel and Tourism Research

continued from page 11

The International Trade Administration, Office of Travel & Tourism Industries, is one of the best sources of travel data for overseas visitors to the United States. The URL is www.tinet.ita.doc.gov, and most of the information is either free or offered at very low cost. You can also subscribe to TI News and receive free e-mail bulletins when new data is available.

World travel trends can be researched through the World Travel and Tourism Council Web site at www.wttc.org. Recent reports are available on the site as pdf files, while hard copies of older issues can be ordered via e-mail. Everything from country reports to environmental issues, taxation to education is available on this site.

The Pacific Asia Travel Association, www.pata.org, is a not-for-profit travel trade association serving government tourist offices, airlines, hotels and other travel-related companies throughout the Pacific Asia region. Travel into the region is covered as well as travel out of the region to other countries (like the U.S.). News articles and press releases are available on the site, and a search option allows the user to look for specific publications online.

Transportation

Several airports in California have made their passenger statistics available online. Los Angeles World Airports (LAWA) includes Los Angeles International, Ontario, Van Nuys and Palmdale. Monthly statistics for all four airports are available on the LAWA Web site at www.lawa.org.

Click on the tab for the airport you are interested in and then on “airport facts.” The San Diego International Airport also has monthly statistics available at www.san.org/statistics.asp.

For a bigger picture of the airline industry, visit the Air Transport Association Web site at www.airlines.org. U.S. airline industry facts, figures, and economic analyses are all on this site, in addition to news articles and press releases.

Trends in the recreational vehicle industry are available online from

the Recreation Vehicle Industry Association at www.rvamerica.net. Once on the RVIA Web site, click on Industry News for the monthly newsletter.

Motorcoach industry facts and figures are available through the American Bus Association at www.buses.org.

Many tourists travel by automobile, making the American Automobile Association, or its California counterpart, the California State Automobile Association (CSAA), an important source of information about those visitors. The CSAA Web site, at www.csaa.com, has a press room in the ‘About AAA’ section of the site that includes information about travel trends, gasoline prices and their effect on travel, traffic safety and more.



Spring to Fall 2003 Forecast



Photos (L to R): Deborah Davis/Photo Edit; Robert Holmes; Myrleen Ferguson Cate/Photo Edit

The threat of war, increases in gasoline prices, and economic difficulties are impacting both business and leisure travel for spring 2003. Total travel to and through California is forecast to show decreases in spring 2003 compared to spring 2002, according to the most recent seasonal forecast from D.K. Shifflet & Associates. Summer 2003 will see increases in total and overnight travel with a small decrease in non-resident travel. Total business travel levels in fall 2003 will be slightly lower than in 2002, as will overnight total and business travel volume. ¹ (Note: Forecast was prepared prior to conflict in Iraq.)

¹ “California, Fall 2002 - Fall 2003 Topline Projections,” D.K. Shifflet & Associates, March 7, 2003.

	Spring** 2003F	Spring** 2003F/02 % Chg.	Summer** 2003F	Summer** 2003F/02 % Chg.	Fall** 2003F	Fall** 2003F/02F % Chg.
Total Travel to and through CA	80.3	-1.2%	98.5	3.4%	73.0	2.0%
Business	24.1	-1.4%	22.4	1.4%	23.2	-0.5%
Leisure	56.2	-1.0%	76.2	4.0%	49.8	3.2%
Residents	68.7	-0.6%	85.1	4.0%	65.0	2.5%
Non-Residents	11.6	-4.4%	13.4	-0.2%	8.0	-2.4%
Average Expenditures* (ppd.)	\$89.30	6.2%	\$92.30	6.6%	\$89.00	6.8%
Total Overnight Travel to and through CA	34.0	-1.1%	43.3	2.9%	33.1	-0.4%
Business	9.8	-2.2%	9.1	1.0%	9.8	-1.9%
Leisure	24.2	-0.6%	34.2	3.5%	23.4	0.3%
Residents	23.7	-0.3%	31.3	3.7%	26.4	0.3%
Non-Residents	10.3	-2.9%	12.0	0.9%	6.7	-3.1%
Average Expenditures* (ppd.)	\$92.10	6.7%	\$92.70	5.4%	\$93.40	7.1%

F = forecast
All volume figures are in millions of Person-Trips. Expenditures are per person per day.
* Excludes transportation expenditures.

** Spring = March, April, May; Summer = June, July, August; Fall = September, October, November
This seasonal forecast from D.K. Shifflet & Associates reflects their enhanced seasonal forecasting method. The method, which is based on the ARIMA (Box-Jenkins) forecasting method, utilizes seasonal data from the past four years to advance the forecasting period through the present season and well into the future.

If cruise ships are part of your client base, you should become familiar with the Cruise Lines International Association (CLIA). CLIA's Web site, www.cruising.org, has a press room and research section with links to news articles on topics from the size of the cruise industry to the latest fleet additions.

Lodging

Smith Travel Research offers a variety of lodging statistics by geographic area. While the daily, weekly or monthly reports are subscription only, news articles of general interest to the lodging industry are available on the Web site at www.str-online.com.



PKF Consulting offers subscriptions to *Trends in the Hotel Industry* on a monthly basis for Los Angeles, Northern California, Inland Empire, Orange County, San Diego, San Francisco, Santa Barbara, and Ventura County. Visit their Web site at www.pkfonline.com to subscribe.

Industry Associations

The travel industry has many professional associations serving the needs of their members. Some associations also provide statistics or trend information about their area of the travel industry. Here are just a few to get you started:

American Gaming Association:
www.americangaming.org

American Hotel and Lodging Association: www.ahma.com

American Society of Travel Agents:
www.astanet.com

Association of Corporate Travel Executives: www.acte.org

International Association of Convention and Visitor Bureaus:
www.iacvb.org

International Festivals & Events Association: www.ifea.com



National Business Travel Association:
www.nbta.org

National Tour Association:
www.ntaonline.com

Travel and Tourism Research Association: www.ttta.com

Other Related Links

Travel Weekly offers a free daily online bulletin with links to news articles of interest to all areas of the travel industry. Visit www.twcrossroads.com to sign up.



The National Park Service has put visitor statistics on the Web. Go to www2.nature.nps.gov/mpur/index.cfm, register as 'guest,' enter the password 'guest' and you will find an alphabetical list of all the National Parks. Data is updated as it is received from the parks, usually within three months of travel time.

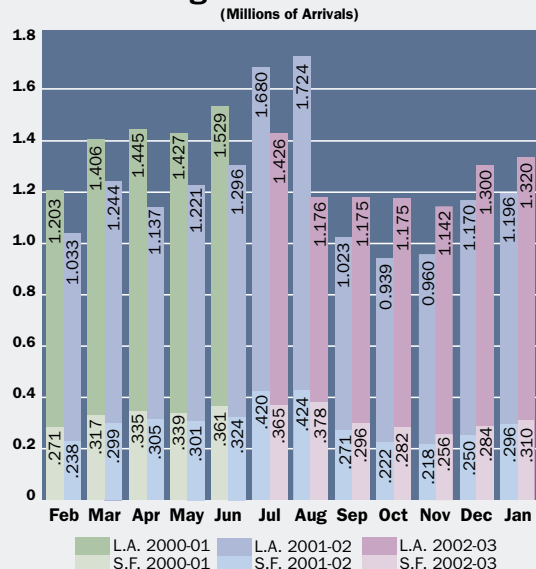
These links are only the tip of the mountain of knowledge available to the savvy browser of the Internet. Polish up your mouse and start surfing! ★



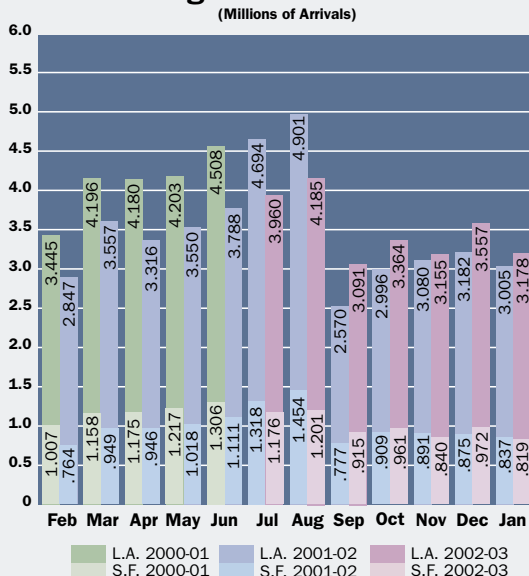
Airport Arrivals

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Diego Unified Port District Airport Operations Dept.; Oakland Airport Finance Office; Airport Finance and Administration, City of San Jose.

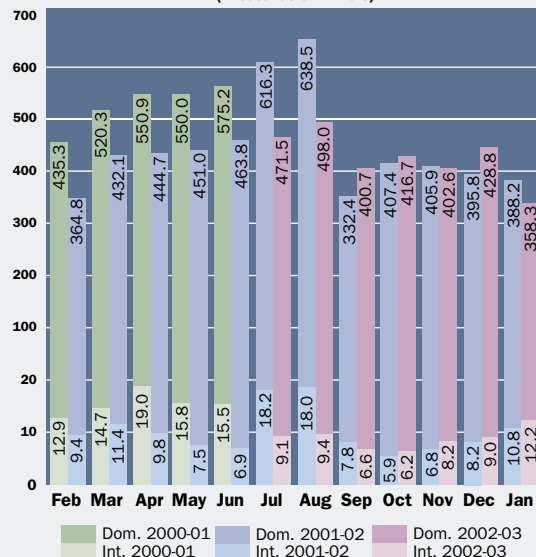
International Air Arrivals Los Angeles - San Francisco



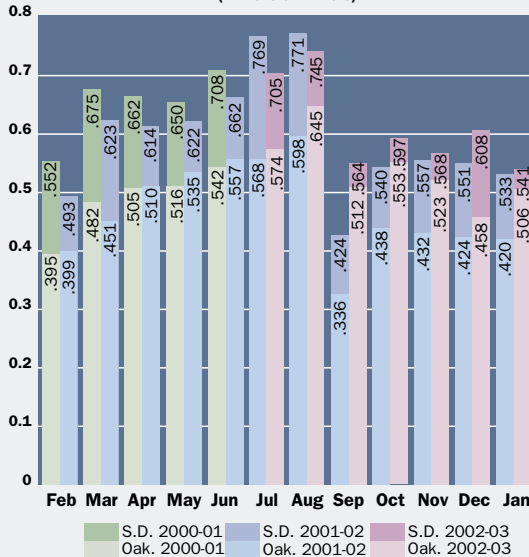
Domestic Air Arrivals Los Angeles - San Francisco



Domestic/International Air Arrivals San Jose



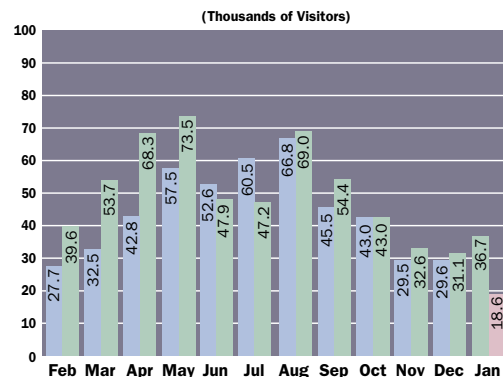
Domestic Air Arrivals San Diego - Oakland



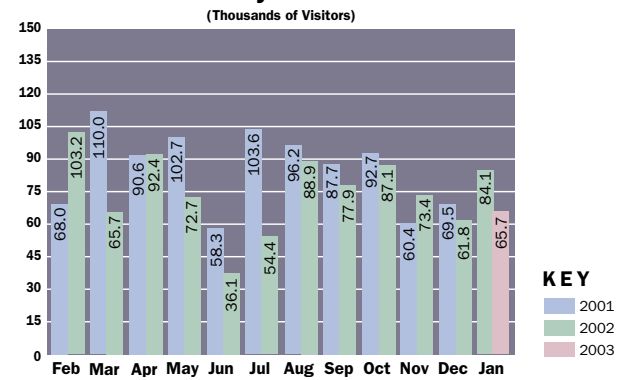


National Park Attendance

Channel Islands National Park

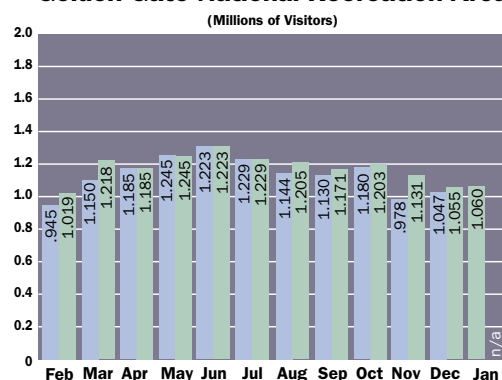


Death Valley National Park

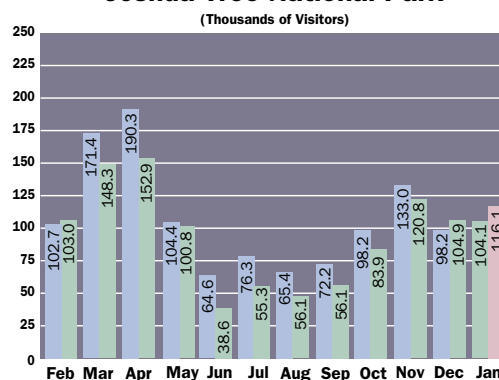


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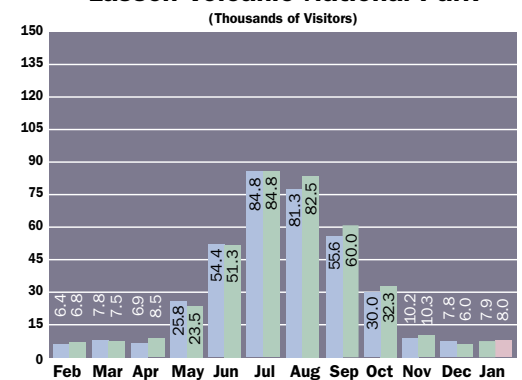
Golden Gate National Recreation Area



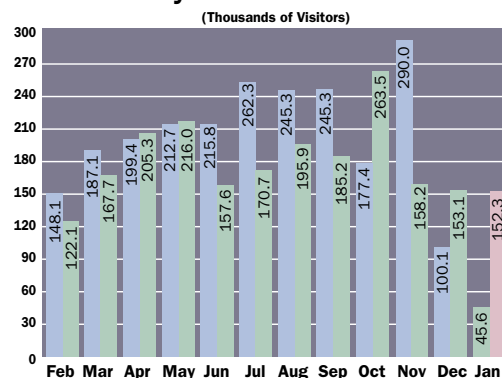
Joshua Tree National Park



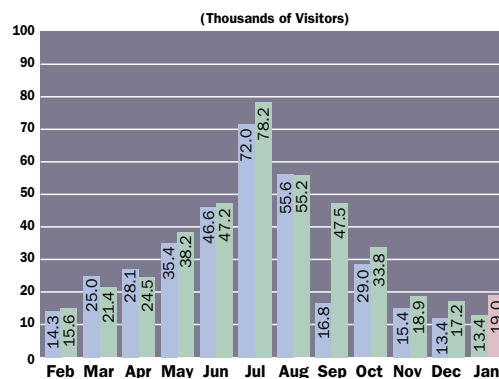
Lassen Volcanic National Park



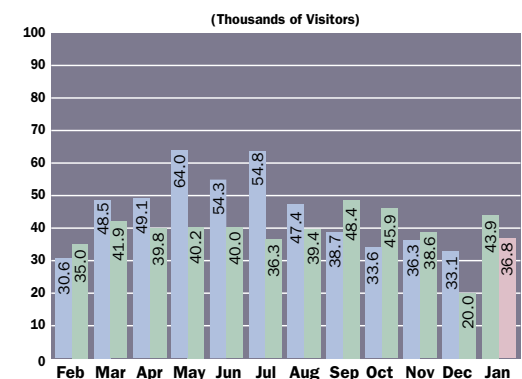
Pt. Reyes National Seashore



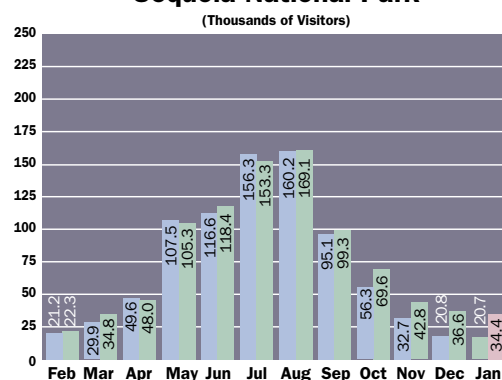
Redwood National Park



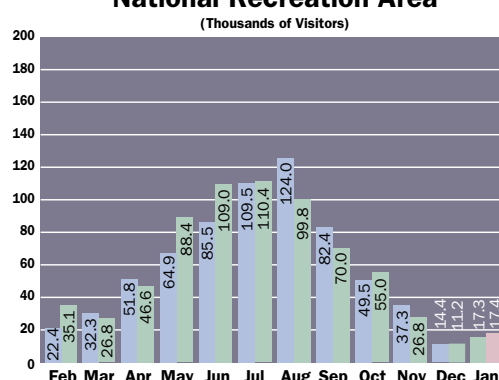
Santa Monica National Recreation Area



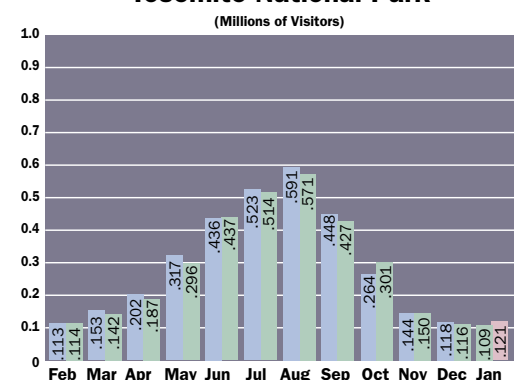
Sequoia National Park

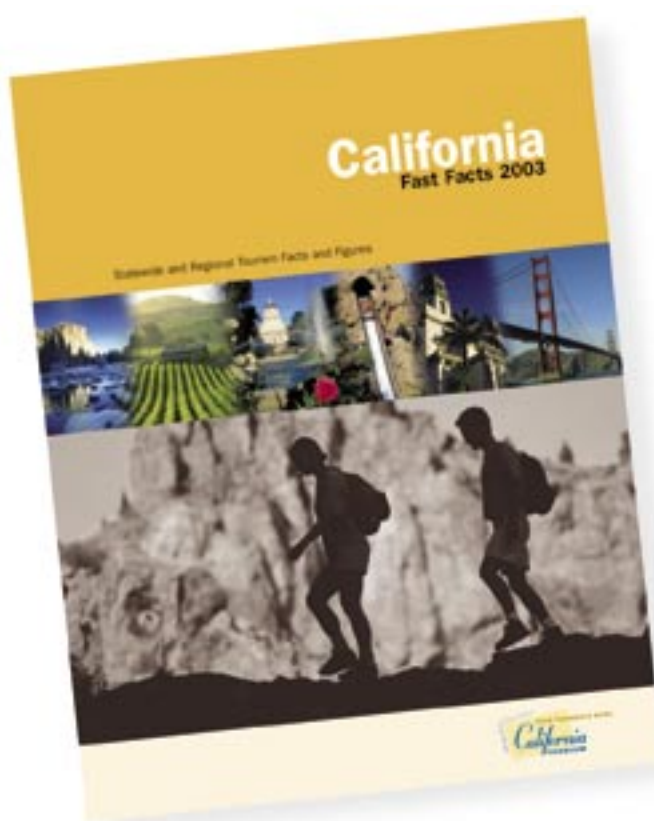


Whiskeytown-Shasta-Trinity National Recreation Area



Yosemite National Park





Fast Facts 2003 Now Available

Back by popular demand, the latest compendium of California's tourism statistics — *Fast Facts 2003* — is now available! Log on to the "Travel Industry" section of California Tourism's Web site, www.visitcalifornia.com, click on Research & Statistics, and then on *Fast Facts 2003*. You'll find answers to frequently asked questions, plus information on trends in tourism, attendance figures for Top 10 State Parks, National Parks, theme/amusement parks in California, and much more.

Our most asked for information is found in this easy to use publication. You can print any page, section, or the whole document, and use it as a handout for speeches or reports. Best of all, it's free!

Hard copies can be requested with the order form in this issue of *Insights*, or online in the "Research & Statistics" section of the Travel Industry segment of www.visitcalifornia.com. ★

California Welcome Centers (CWC) Percent Change in Number of Visitors

	Feb-03	Feb-02	% chg.	Total '02	Total '01	% chg.
CWC, Anderson	2,046	2,079	-1.6%	36,688	36,634	0.1%
CWC, Arcata	608	641	-5.1%	16,800	15,237	10.3%
CWC, Auburn*	438	n/a	n/a	n/a	n/a	n/a
CWC, Barstow	7,439	3,827	94.4%	85,887	73,690	16.6%
CWC, Los Angeles	1,805	2,784	-35.2%	58,643	21,398	174.1%
CWC, Merced	3,118	2,007	55.4%	38,787	33,599	15.4%
CWC, Oceanside	4,576	4,781	-4.3%	67,979	51,528	31.9%
CWC, PIER 39	23,707	21,525	10.1%	357,530	337,443	6.0%
CWC, Rohnert Park	n/a	693	n/a	29,652	17,399	70.4%
CWC, Santa Ana	4,933	4,846	n/a	68,801	n/a	n/a
CWC, Yucca Valley**	1,675	n/a	n/a	9,382	n/a	n/a

California Visitor Centers Percent Change in Number of Visitors

	Jan-03	Jan-02	% chg.	Total '02	Total '01	% chg.
Los Angeles	5,736	3,882	47.8%	57,343	110,633	-48.2%
Monterey	6,869	7,304	-6.0%	181,013	212,215	-14.7%
Sacramento	n/a	1,432	n/a	incomplete	incomplete	n/a
San Diego	2,911	2,832	2.8%	41,246	45,530	-9.4%
San Francisco	18,404	15,167	21.3%	372,026	518,080	-28.2%
Santa Barbara	13,765	13,930	-1.2%	261,361	251,202	4.0%

* = opened September 2002

** = opened May 2, 2002

= Sacramento Visitor Center closed until further notice.

Sources: Calif. Welcome Center, Anderson; Calif. Welcome Center, Arcata; Calif. Welcome Center, Auburn; Calif. Welcome Center, Barstow; Calif. Welcome Center, Beverley Center; Los Angeles Convention & Visitors Bureau; Calif. Welcome Center, Merced; Monterey Peninsula Visitors & Convention Bureau; Calif. Welcome Center, Oceanside; Calif. Welcome Center, PIER 39; Calif. Welcome Center, Rohnert Park; Sacramento Convention & Visitors Bureau; San Diego Convention & Visitors Bureau; San Francisco Convention & Visitors Bureau; Calif. Welcome Center, Santa Ana; Santa Barbara Convention & Visitors Bureau; Calif. Welcome Center, Yucca Valley.

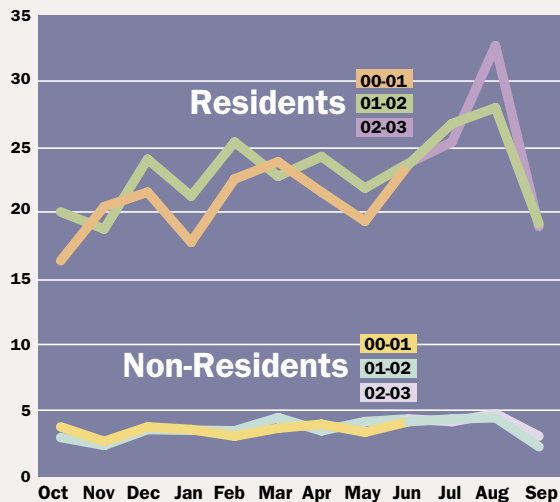
Did You Know?

On average, each California county earns approximately \$1.3 billion in direct travel expenditures by visitors. Travel and tourism receipts, jobs, and revenues range from \$24 million in Modoc County to \$16.6 billion in Los Angeles County.

Sources: Dean Runyan & Associates, California Division of Tourism

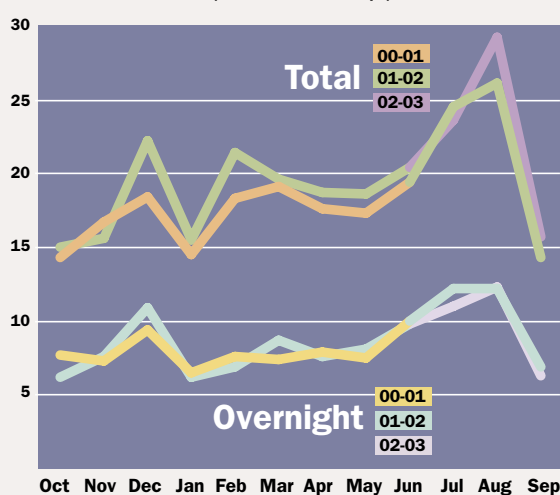
Domestic Travel To And Through California

(Millions of Person Trips)



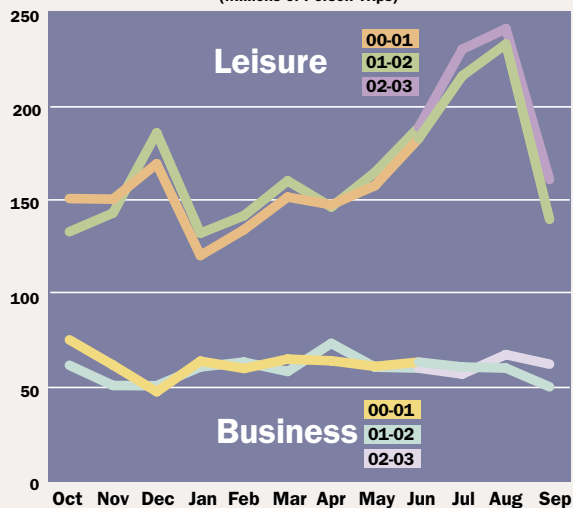
Domestic Leisure Travel To And Through California

(Millions of Person Trips)



Domestic Travel To And Through the U.S.

(Millions of Person Trips)



Source: D.K. Shifflet & Associates



Lodging Report

Location	Month of January		January Year to Date	
	Occupancy % change 2002:2003	Avg. Room Rate	Occupancy % change 2002:2003	Avg. Room Rate % change 2002:2003
United States	0.4%	1.0%	0.4%	1.0%
Pacific	1.9%	3.1%	1.9%	3.1%
California	1.1%	2.4%	1.1%	2.4%
California North	-6.2%	1.4%	-6.2%	1.4%
California North Area	-1.0%	2.5%	-1.0%	2.5%
California North/Central	5.9%	3.1%	5.9%	3.1%
California South/Central	-2.0%	5.2%	-2.0%	5.2%
Anaheim-Santa Ana	8.0%	3.0%	8.0%	3.0%
Bakersfield	-3.0%	4.2%	-3.0%	4.2%
Eureka/Crescent City	3.5%	2.5%	3.5%	2.5%
Fresno	2.4%	6.8%	2.4%	6.8%
Inyo/Kings/Tulare	-6.8%	4.5%	-6.8%	4.5%
Los Angeles-Long Beach	2.5%	-1.2%	2.5%	-1.2%
Oakland	-12.1%	-2.9%	-12.1%	-2.9%
Oxnard/Ventura	-0.2%	1.2%	-0.2%	1.2%
Redding/Chico	2.3%	2.1%	2.3%	2.1%
Riverside-San Bernardino	5.5%	0.4%	5.5%	0.4%
Sacramento	-4.8%	3.6%	-4.8%	3.6%
Salinas/Monterey	-8.7%	-3.5%	-8.7%	-3.5%
San Diego	6.4%	21.5%	6.4%	21.5%
San Francisco/San Mateo	3.1%	-4.5%	3.1%	-4.5%
San Jose-Santa Cruz	-8.8%	-8.7%	-8.8%	-8.7%
San Luis Obispo	-1.0%	4.3%	-1.0%	4.3%
Santa Barbara/Santa Maria	-0.4%	2.4%	-0.4%	2.4%
Santa Rosa-Petaluma	-7.5%	2.6%	-7.5%	2.6%
Stockton Area	4.5%	1.5%	4.5%	1.5%
Vallejo-Fairfield-Napa	-17.3%	0.5%	-17.3%	0.5%

Source: Smith Travel Research



Comparison of State Park Attendance by Areas/Type of Parks

1999/2000 fiscal year
2000/2001 fiscal year
2001/2002 fiscal year
2002/2003 fiscal year

Area/Type of Park	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
Redwood Parks	809,676	320,184	237,064	608,802
	948,643	325,064	256,660	637,411
	979,371	302,019	266,758	771,900
	1,391,234	467,549		
Sacramento Area State Parks	295,312	230,845	308,328	494,902
	336,372	305,720	290,407	464,515
	311,311	208,584	325,942	513,645
	308,098	161,089		
Lake Tahoe Area	533,688	134,454	52,947	198,514
	598,591	53,337	66,977	306,671
	608,748	105,423	53,914	257,972
	522,236	91,627		
Gold Country State Parks	240,801	163,945	128,063	329,091
	235,441	158,682	133,321	326,925
	274,281	247,318	179,003	353,815
	369,514	211,760		
Santa Cruz - Monterey Area	1,285,717	925,278	701,805	1,091,542
	1,379,006	1,091,621	860,197	1,122,992
	677,737	826,852	877,330	983,158
	1,376,407	872,797		
San Francisco Area	1,471,309	622,211	702,295	1,426,563
	1,257,251	761,258	616,507	1,393,093
	1,225,941	815,182	1,280,132	1,358,032
	1,124,934	530,126		
Southern California Beaches	5,753,449	2,198,426	1,762,522	3,618,737
	6,249,873	2,568,349	2,522,680	5,574,456
	7,559,921	2,748,779	2,732,597	4,817,294
	9,450,728	3,409,141		
Desert State Parks	84,511	223,883	289,977	187,571
	130,052	265,020	350,809	377,076
	110,515	281,816	400,900	213,638
	109,974	218,013		

Source: California State Parks



Research Round-up

Travel Industry Association of America

Brazil Travel View: Attitudes & Trends, 2002 Edition

Brazil is the number one source of overseas travel expenditures to the U.S. from Latin America. This publication examines Brazilian travel to the U.S., while also providing an overview of the social, political and economic conditions that affect travel, and contains the profile information needs to target this market. Cost: Members: \$300; Non-members: \$495.

Expenditure Patterns of Travelers in the U.S.

This new study analyzes travelers' spending on 20 items, including: air tickets, hotels, food services, gifts and recreation activities. Included are expenditures by both domestic and international travelers. Cost: Members: \$95; Non-member: \$160.

International Outlook for Travel and Tourism, 2003

A "must have" report for those developing marketing plans or providing presentations on international tourism into the U.S. Presentations are from TIA's Fourth Annual Outlook on International Travel to the U.S. Cost: Member: \$120; Non-member: \$195. Special offer: If purchased along with the *Domestic Outlook for Travel & Tourism, 2003*, the two reports cost: Members: \$215; Non-members: \$375.

Travel Through the Life Stages

Do you want to know what life-stage group – singles, couples, or parents – would most likely stay at a hotel during an overnight trip? Use this publication to anticipate how consumers' needs will change and target marketing to meet those needs. Cost: Member: \$135; Non-member: \$225.

For further information, contact:
Travel Industry Association of America (TIA)

1100 New York, NW, Suite 450
Washington, D.C. 20005-3934

Web site: www.tia.org

Tel: (202) 408-8422

Fax: (202) 408-1255

Pacific Asia Tourism Association

Pacific Asia Tourism Forecasts 2003-2005

This report presents expert opinion, backed by rigorous quantitative analysis, including the likely impact on Pacific Asia tourism of a conflict in the Middle East in 2003. Forecasts are included for tourism arrivals by country to 39 Pacific Asia destinations. Cost: Members: \$350; Non-members: \$499.

Adventure Travel Market Australia & New Zealand

Outbound Holiday & Leisure Market Australia & New Zealand

These two reports detail the Pacific Asia destinations visited by travelers from Australia and New Zealand. Statistics, demographics of travelers, as well as the impact of the 9/11 terrorist attacks on travel from these countries are all included. Cost for each report: Members \$175; Non-members: \$350.

For more information contact:
Patcharin Hongprap, Membership and Publications
Pacific Asia Travel Association
Unit B1, 28th Floor, Siam Tower
989 Rama I Road
Pathumwan, Bangkok 10330, Thailand

E-mail: patcharin@pata.th.com

Tel: +66 (2) 658-2000

Fax: +66 (2) 658-2010

Research and Markets Ltd.

Hotel & Lodging Market Research Handbook 2002

This report presents data to support strategic business plans of the hotel and lodging industry, ideas to expand current activities, and background to plan for the future as the hotel market continues to evolve. Includes e-commerce, market activities and trends, amenities, market segments, demographics and more. Cost: Approximately \$525 U.S.

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Dublin 8, Ireland

E-mail:

orders@researchandmarkets.com

Menlo Consulting Group

TravelStyles Mexico 2003: Mexicans as International Travelers

This report provides detailed information on the Mexican market, including market composition, travel patterns, appeal of specific destinations, the planning process, travel media, transportation and lodging, and business travel. Cost: Contact company for pricing.

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Yesawich, Pepperdine, Brown & Russell

National Leisure Travel Monitor, National Business Travel Monitor, 2003

Provides solid evidence and profiles potential markets, both demographically and psychographically, based on a nationally projectable survey of 1,200 business travelers and 1,350 leisure travelers. Cost: \$1,800 each.

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Yesawich, Pepperdine, Brown & Russell

423 South Keller Road, Suite 100

Orlando, FL 32810

Web site: www.ypbr.com

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Workshop

Questionnaire Design & Use

Offered May 15-16, 2003 in San Diego, CA by Anderson, Niebuhr & Associates, Inc. This is a practical nuts and bolts workshop that teaches management of research projects, sampling techniques, questionnaire construction for all media, and more. Cost: \$795.

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Arden Hills, MN 55112-3747

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Did You Know?

One international visitor to California
has the same impact on the economy as
exporting three California made computers
to that traveler's country.

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Discounts *Run Wild* For Employees

Wild Vacations in California — a California Tourism-sponsored marketing program offering travel related discounts to 36 million employees in the U.S. — launched a new coupon booklet on January 15, 2003.



Now in its sixth year, the program provides California vacation values to employees of the largest companies in eight Western states. More than two million *Wild Vacations in California* value books will be distributed this year to approximately 25,000 companies. Additional marketing efforts include personalized e-mail blasts, direct mail, telemarketing and other offers during prime tourism

marketing periods. The companion Web site, WildVacationsCA.com, offers users dozens of features, including Internet-only offers.

Last year, participating California attractions received over 50,000 coupon redemptions and more than \$6 million in revenue as a direct result of the *Wild Vacations* program, while hotels generated over 25,000 room nights for approximately \$2.5 million in revenue.

It's not too late to participate in this popular program. Advertisers may join *Wild Vacations* at any time during the year through Web site participation, additional cluster mailings or e-mail promotions. Ad space can be reserved in the 2004 booklet starting in April 2003. For further information, contact Jeff Flowers at (800) 767-7657. ★

Who's Your Advocate?

continued from page 1

its events such as the California Conference on Tourism, the Rural Tourism Conference and a variety of one-day workshops. The association also contributes to marketing of the state with California Travel Market, a three-day marketplace that showcases California destinations and suppliers to international and domestic buyers and to members of the travel press. Finally, CalTIA is the umbrella of the tourism industry providing advocacy,

"This potential loss of half of the total marketing budget would turn back the clock to the mid-1990s, and threatens to reduce California's share of the global tourism market."

and promoting political and public awareness of the positive impact of our industry on California's economy, tax revenues and employment.

Tourism faces yet another challenge with the Governor's budget proposal to eliminate the Division of Tourism and all state funding marketing California as a destination. This potential loss of half of the total marketing budget would turn back the clock to the mid-1990s, and threatens to reduce California's share of the global tourism market. CalTIA is deeply involved in leading the charge to restore funding to the final 2003-04 state budget and maintain the marketing momentum begun in 1995 with the passage of the innovative Tourism Marketing Act that created a public-private partnership that has been successfully marketing the state since 1998.

After years of little, and at times no representation or funding for marketing the state of California as a tourism destination, the industry

moved to get more directly involved in setting the course for its own future. Leaders from our industry banded together and created the Tourism Marketing Act, adopted by the Legislature in 1995, giving the travel industry authority to create the California Travel and Tourism Commission (CTTC) and assess itself to fund tourism promotion. In 1998, the self-assessment was passed by California's travel and tourism businesses, leading the way to one of the more admired public-private partnerships in our field.

With funding from industry assessments, California's tourism marketing budget doubled and funded an impressive set of programs to sell our state to the nation and the world. The partnership between industry and government reversed a decade long decline in domestic market share and billions of dollars in lost travel-related revenue and jobs in California.

CalTIA is focusing on this critical challenge: convincing our political leaders and elected lawmakers of the

positive economic impact of tourism for California. That spending on tourism protects more than a million jobs and \$5 billion in tax revenues that fund other State programs and citizen benefits. We in the travel industry find this notion not at all perplexing. The struggle is to get the various branches of state government to grasp and embrace these simple truths. CalTIA's advocacy efforts saved the state tourism budget last year, but this year, with an even greater state deficit, the challenge is far more formidable.

Our budget mission is on track, but we need all of our industry partners to stand together in this battle. Our voices, united in our vision, will be the only way we can accomplish our goal; we hope your voice and your vision will join with ours.

To contact us or learn more about CalTIA, visit us at www.caltia.com or reach us by telephone at (916) 443-3703. Let your voice be heard in Sacramento. ★

Travel Statistics Q&A

Q: What is included when calculating travel spending?

A: Travel spending includes expenditures in the following areas: accommodations, eating and drinking, food stores, ground transportation, recreation, retail sales, air transportation and travel arrangements.

In 2002, California saw an estimated \$75.8 billion in travel spending.

Got a name or address change?

Just fax any changes to us at (916) 322-3402. Please include a copy of your current mailing label with any necessary corrections.



Travel Trade Calendar

May 2003

10	See America Day	Nationwide
10-18	19th Annual National Tourism Week	Nationwide
17-21	Discover America International Pow Wow	St. Louis, MO
19-21	European Incentive Business Travel Market (EIBTM)	Geneva, Switzerland
29-30	Association of Airline Representatives of Guadalajara (ARLAG)	Guadalajara, Mexico

June 2003

5-9	Society of American Travel Writers (SATW) Western Chapter Meeting	Tacoma, WA
10	California Travel & Tourism Commission Marketing Advisory Committee Meeting	San Diego, CA
11	California Travel & Tourism Commission General Commission Meeting	San Diego, CA
15-18	Travel and Tourism Research Association Conference	St. Louis, MO
23-27	SeeAmerica Week UK	London, England
29-July 2	Public Relations Society of America (PRSA) and SATW Travel and Tourism Conference	Fort Lauderdale, FL

August 2003

23-26	2003 Educational Seminar For State Travel Officials (ESTO)	Asheville, NC
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INSIGHTS

State of California
Gray Davis, Governor

California Technology,
Trade and Commerce Agency
Lon Hatamiya, Secretary

Division of Tourism/California Travel
& Tourism Commission

Caroline Beteta,
Deputy Secretary/Executive Director

Fred Sater,
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Mary Cochran, Editor

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